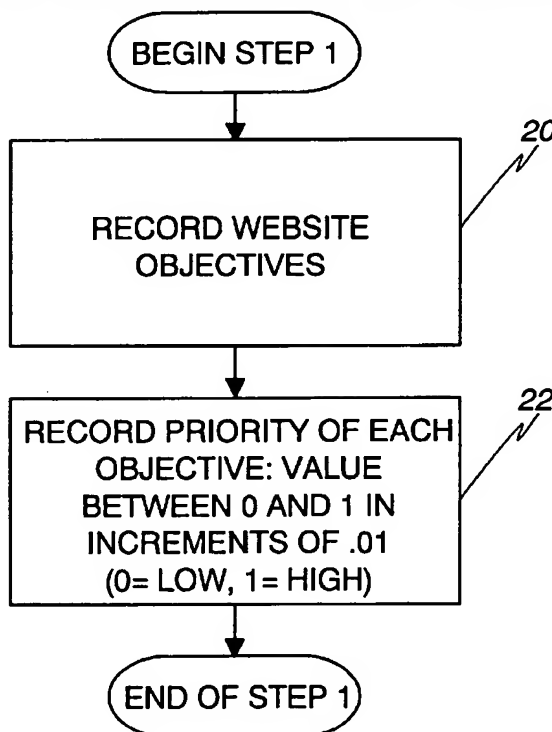


Fig. 3

STEP 1- DEFINE AND PRIORITIZE WEBSITE OBJECTIVES

*Fig. 4*

STEP 2- SPECIFY TARGET PAGE AND COMPLIANCE FOR EACH OBJECTIVE

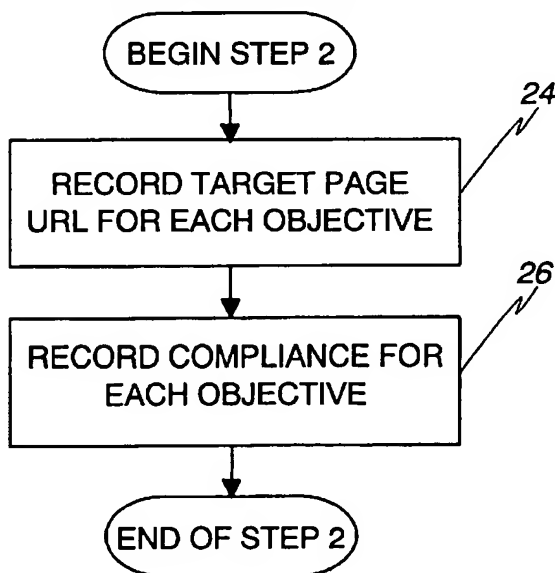
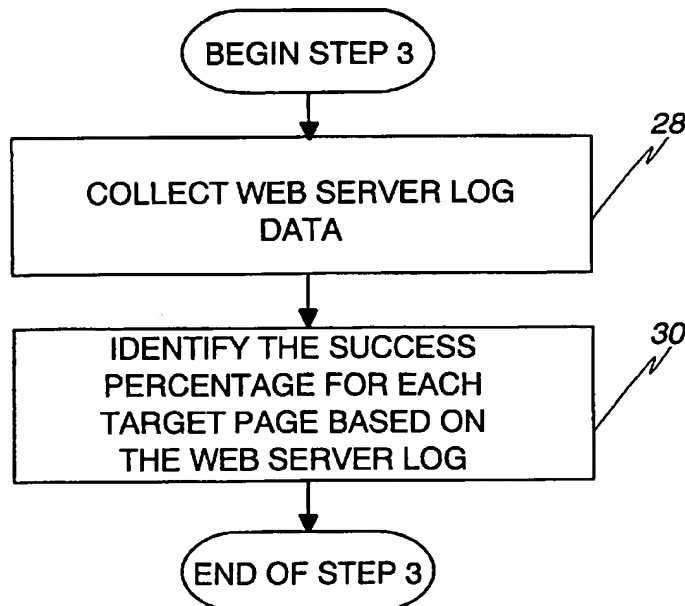


Fig. 5

STEP 3- CONDUCT WEB SERVER LOG ANALYSIS

*Fig. 6*

STEP 4- IDENTIFY AND PRIORITIZE OPPORTUNITIES

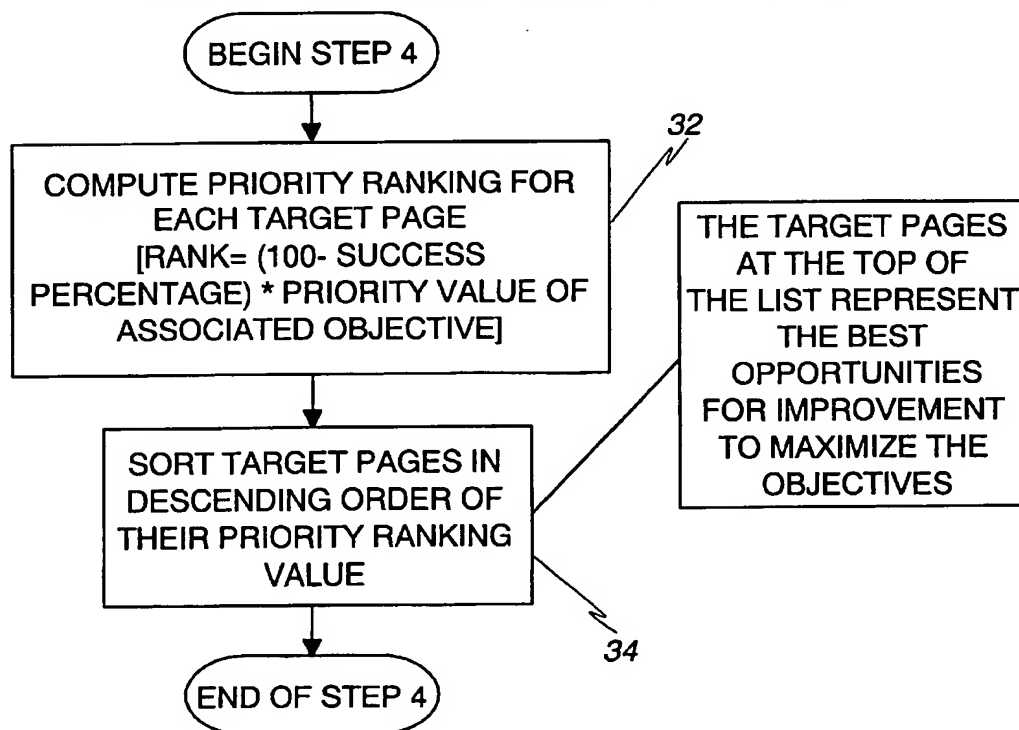


Fig. 7

STEP 5- DESIGN TEST FOR EACH OPPORTUNITY

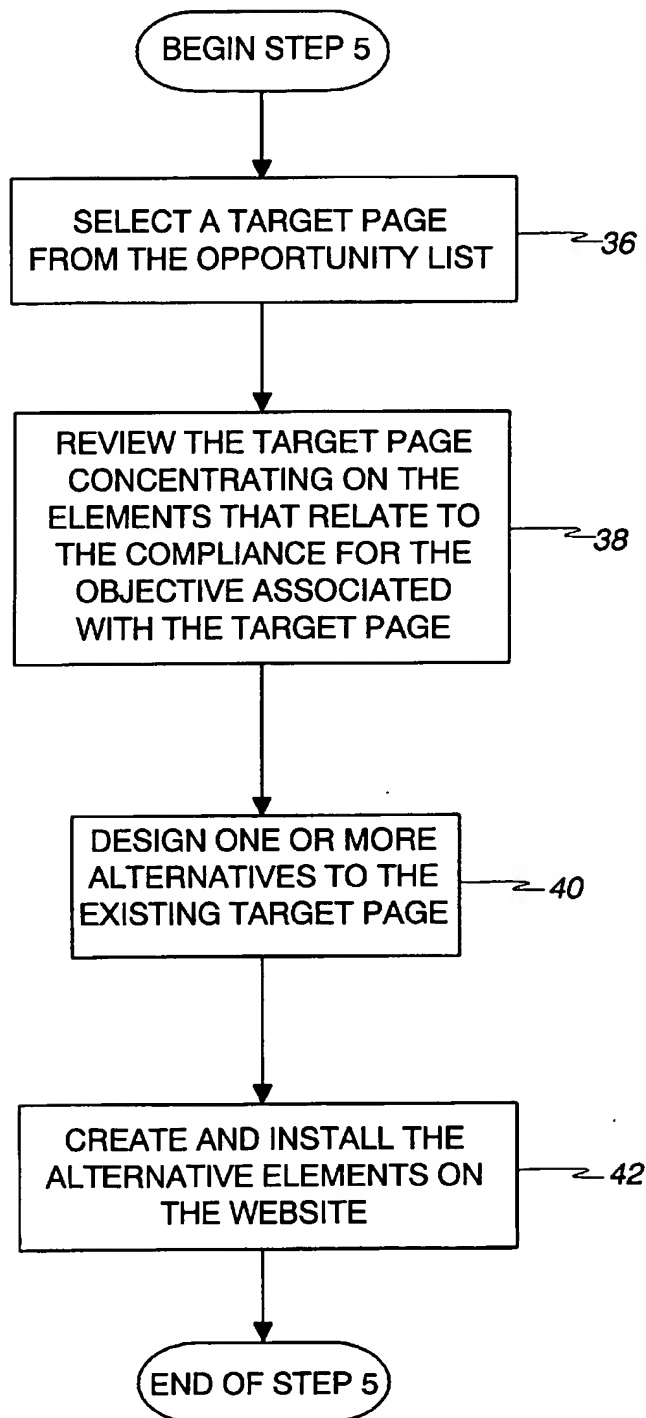


Fig. 8

STEP 6- CONDUCT TESTS

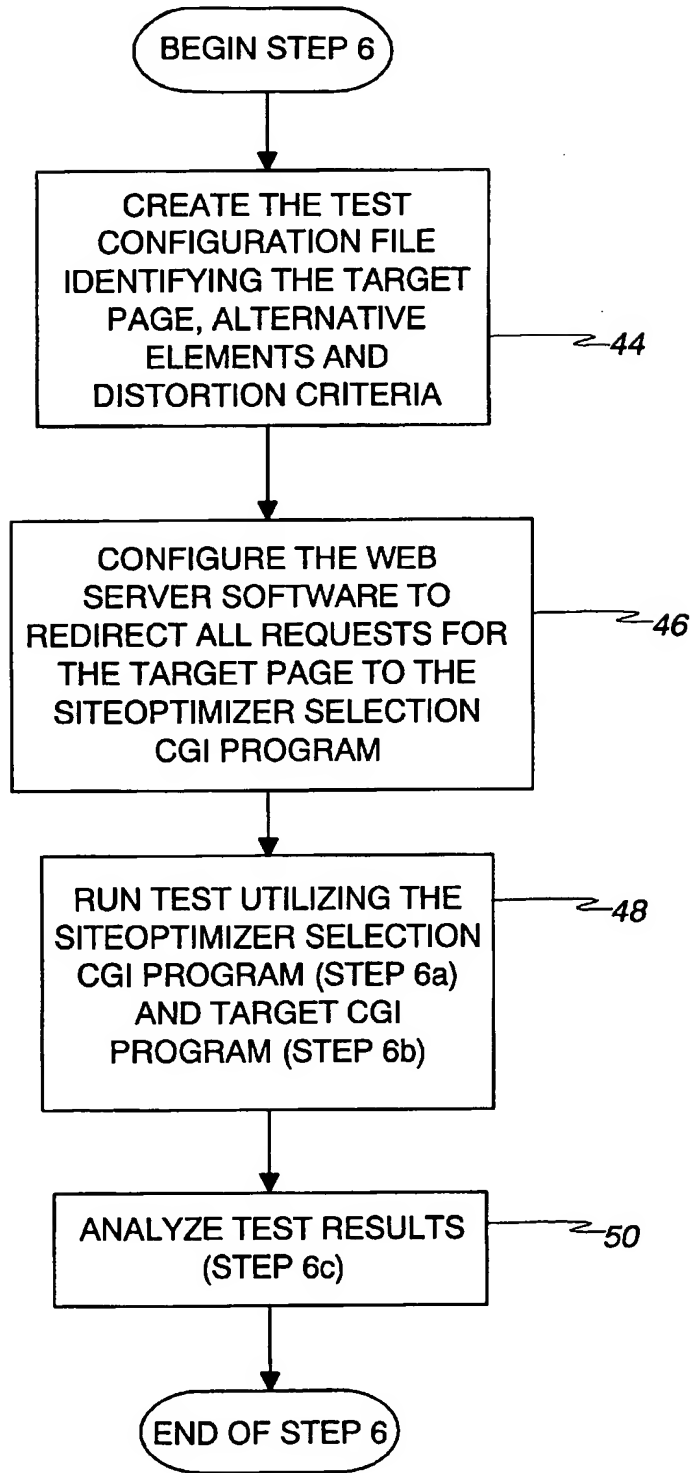
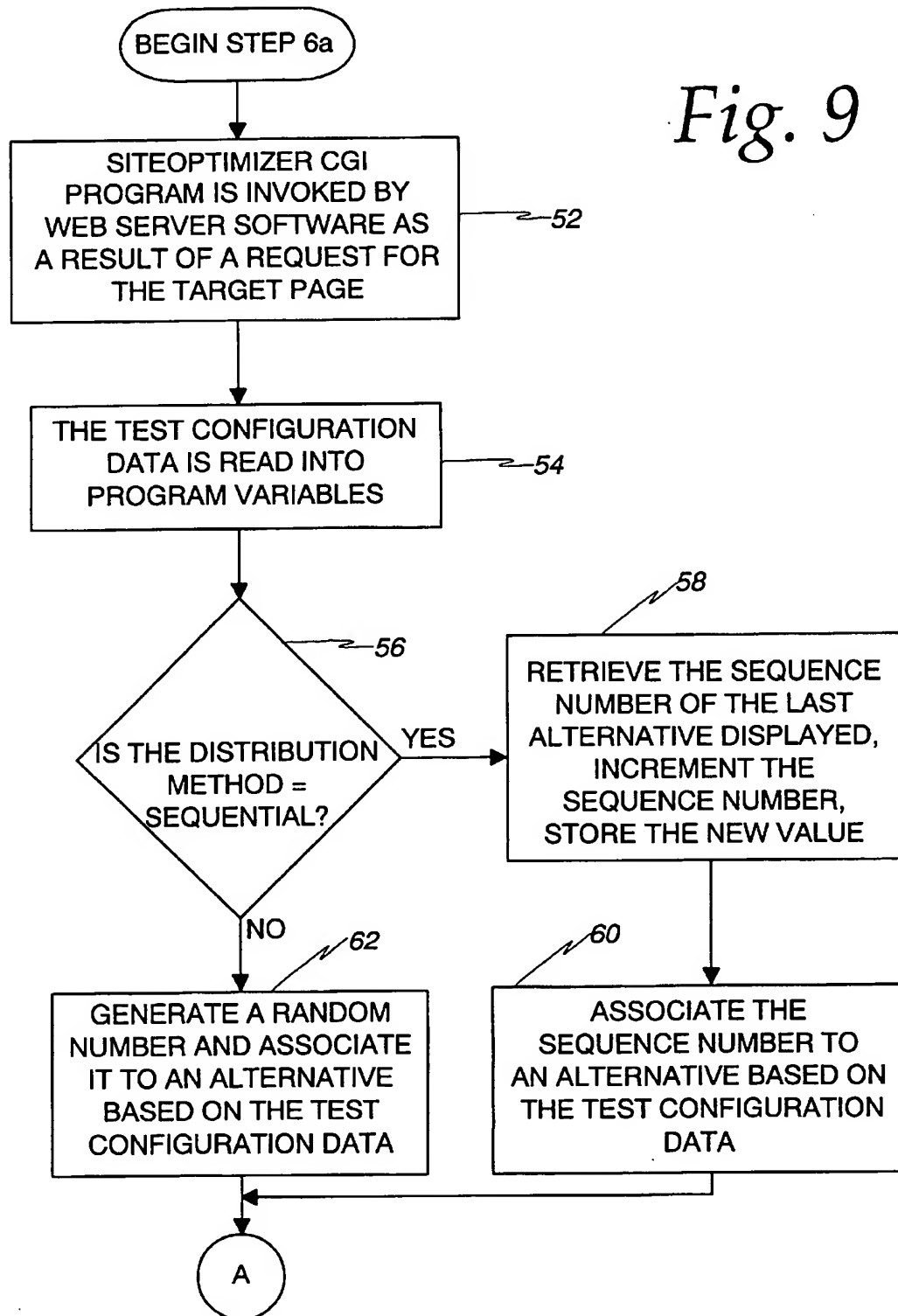
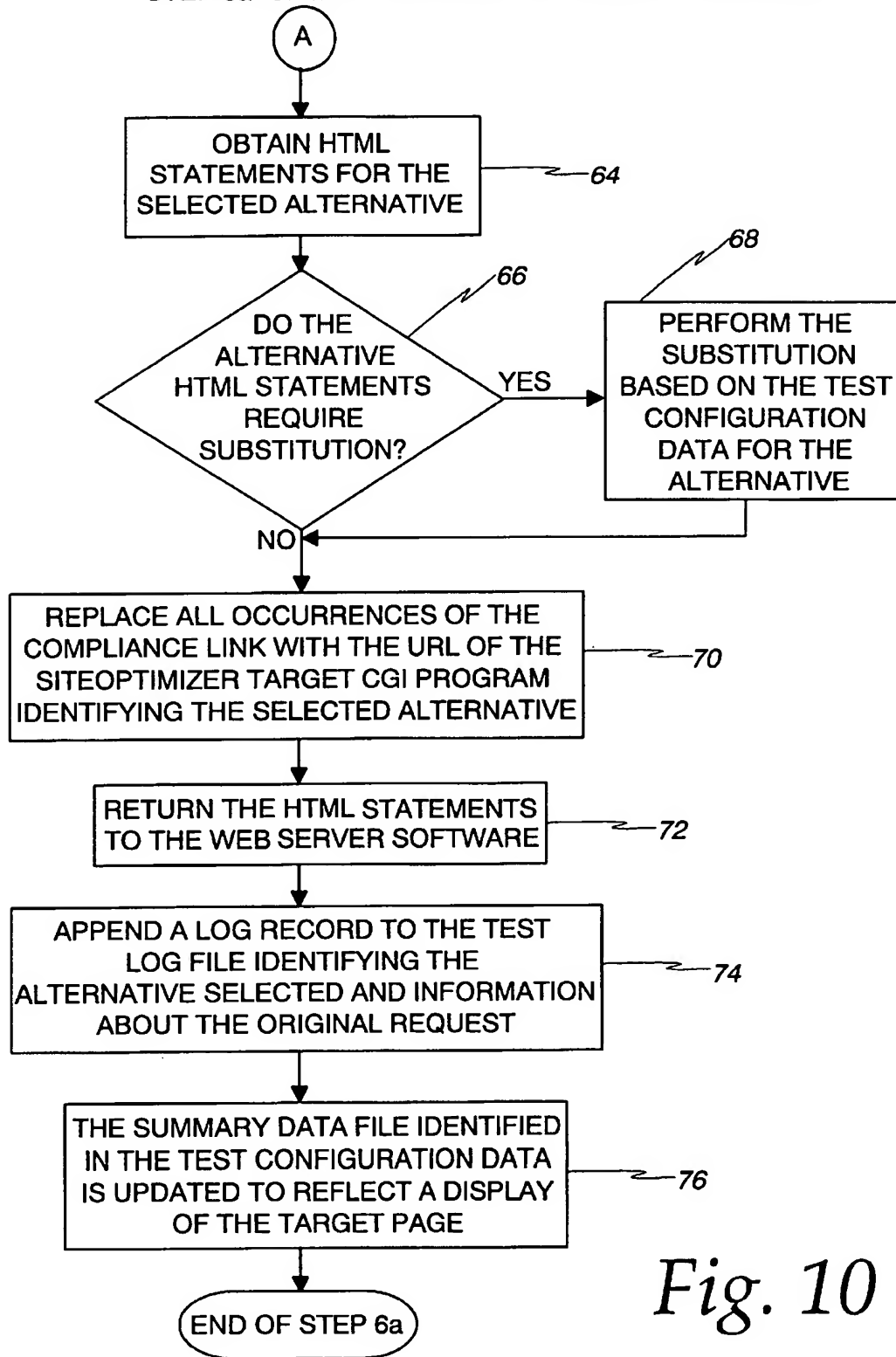


FIG. 8 FOR REFERENCE

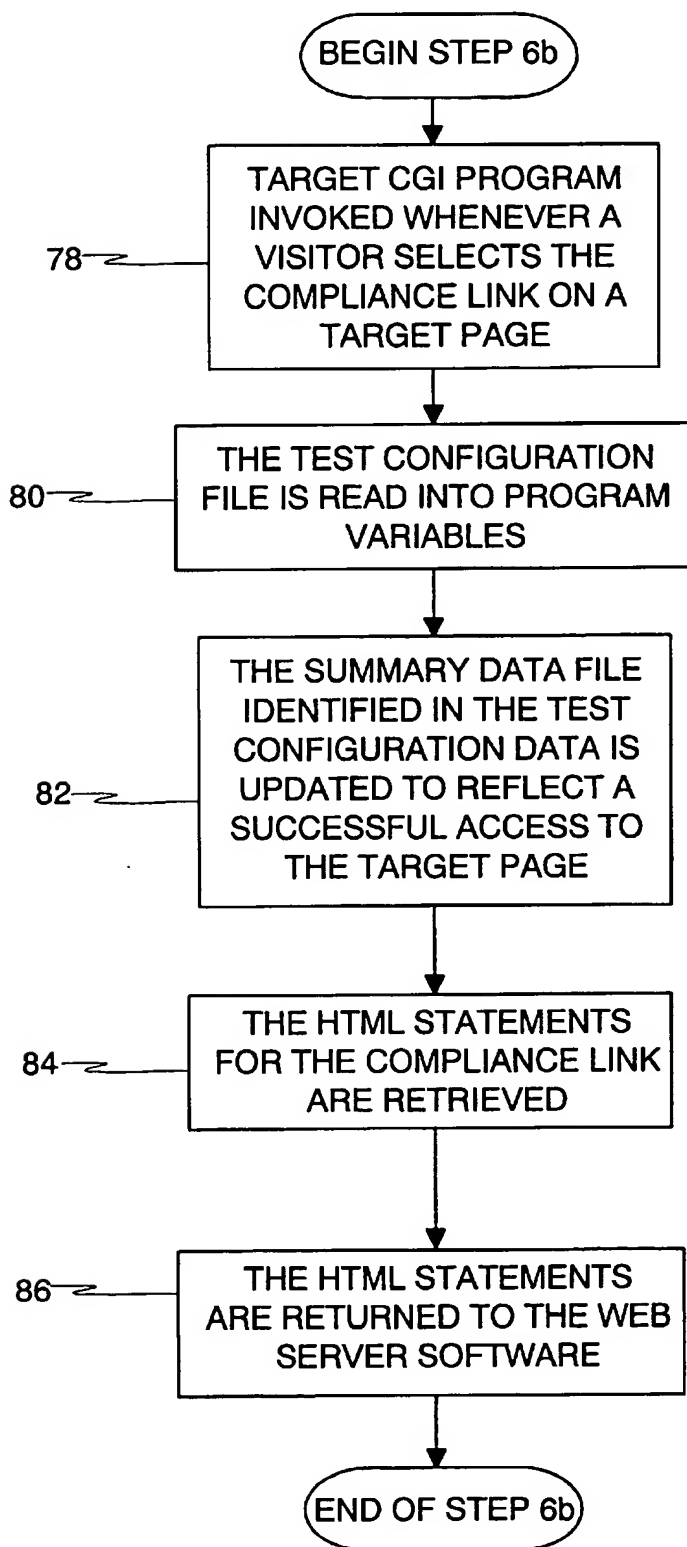
STEP 6a- SITEOPTIMIZER SELECTION CGI PROGRAM

Fig. 9

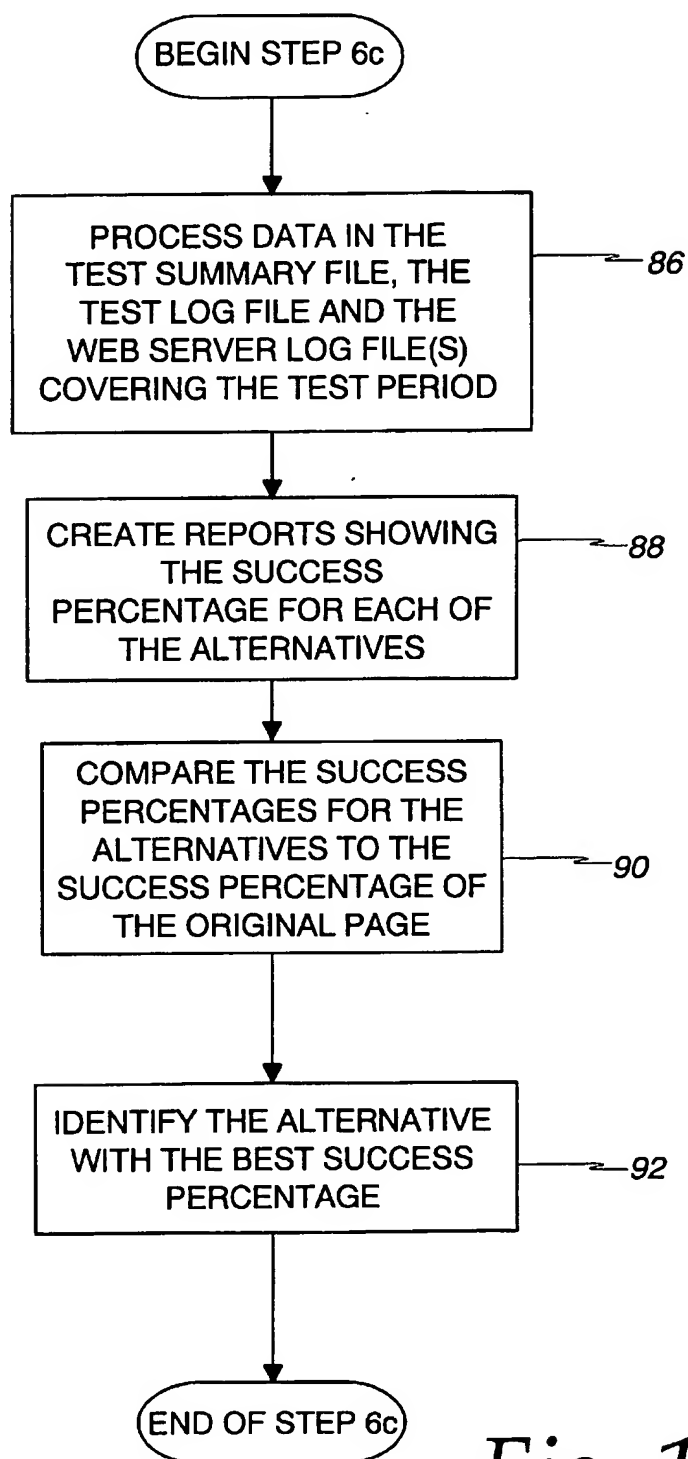
STEP 6a- SITEOPTIMIZER SELECTION CGI PROGRAM

*Fig. 10*

STEP 6b- SITEOPTIMIZER TARGET CGI PROGRAM

*Fig. 11*

STEP 6c- ANALYZE TEST RESULTS

*Fig. 12*

STEP 7- IMPLEMENT IMPROVED ALTERNATIVES

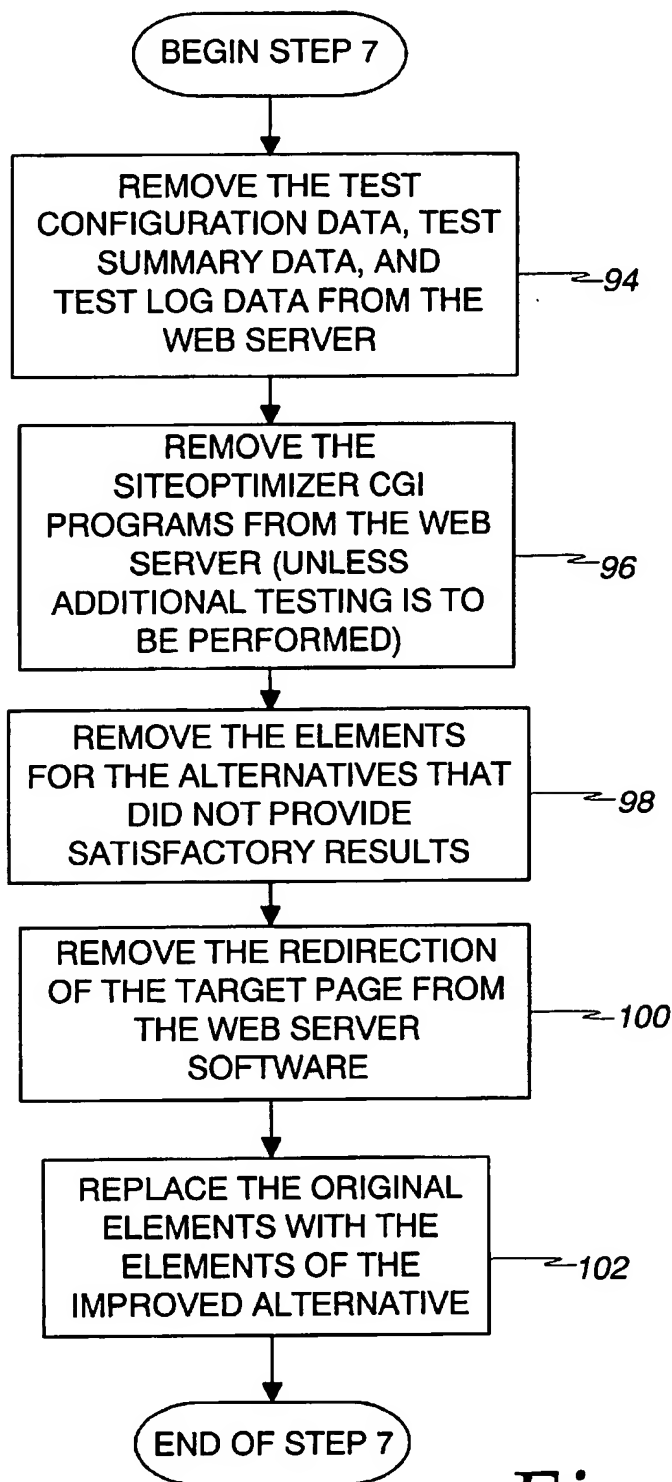
*Fig. 13*

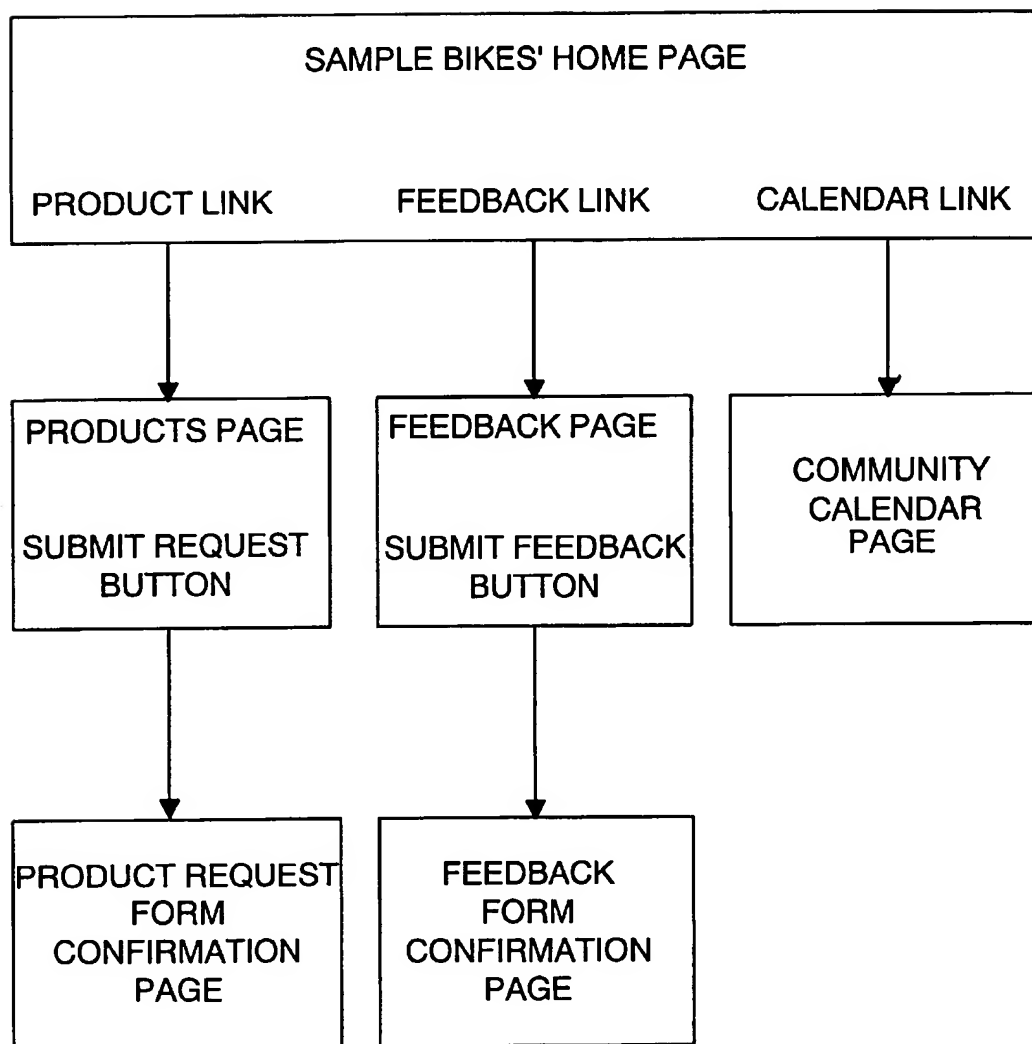
Fig. 14

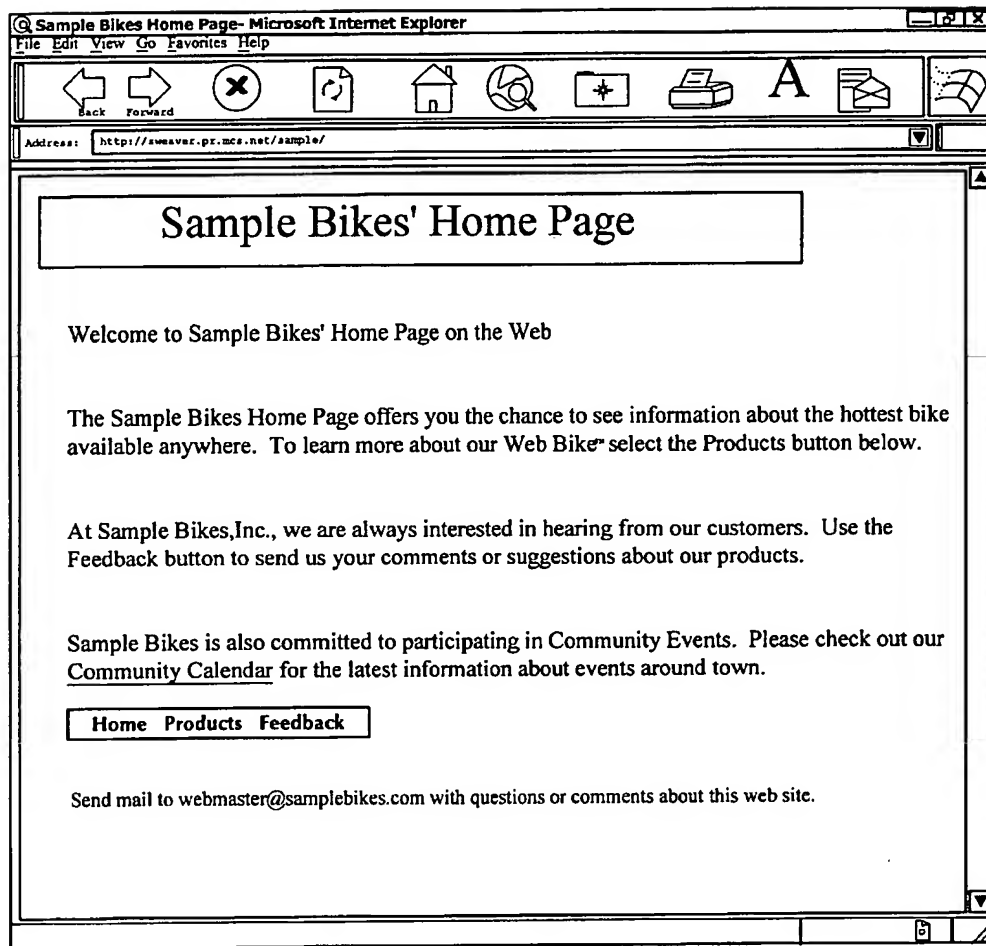
Fig. 15

FIG. 15

Fig. 16

Sample Bikes Home Page- Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print Font Mail

Address: C:\FrontPage Webs\content\Sample\prod01.htm

Products

Sample Bikes' Web Bike™

"The hottest new bike to hit the net"

- 26-inch Frame, under 5 lbs., Aluminum Alloy construction, 45 speeds, cushioned seat
- Folds down to 24"x24" for easy transportation in the leather carrying case (included):

Information Request Form

Select the items that apply, and then let us know how to contact you

☒ Send product literature
☐ Send company literature
☐ Have a salesperson contact me

Name:

Title:

Company:

Address:

E-mail:

Phone:

[Home](#) [Products](#) [Feedback](#)

Send mail to webmaster@samplebikes.com with questions or comments about this web site.

FIG. 16 "SEE SHEET 10 OF 11"

Fig. 17

Sample Bikes Home Page- Microsoft Internet Explorer
File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print A Mail

Address: http://www.vec.pc.mca.net/sample/_vti_bin/shtml.exe/prod01.htm

Form Confirmation

Thank you for submitting the following information:

Product or Service: Product 1
Send Product Literature: on
Send Company Literature: Sales Contact Requested
Name: John Q. Public
E-mail: jqpublic@anytown.isp.12345
Phone: (847)555-1234

Address

123 Main Street Anytown, USA 12345

[Return to the form](#)

Fig. 18

Sample Bikes Home Page - Microsoft Internet Explorer
File Edit View Go Favorites Help

Back Forward Stop Reload Home Search Favorites Print A Mail

Address: <http://sweaver.pc.mca.net/sample/feedback.htm>

Feedback

Home Products Feedback

Please tell us what you think about our web site, company, products, or services. If you provide us with your contact information, we will be able to reach you in case we have any questions.

Comments

Category

Web site ▼

Contact Information

Name

Company

Address

Telephone

E-mail

Home Products Feedback

Send mail to webmaster@samplebikes.com with questions or comments about this web site.

Fig. 19

Sample Bikes Home Page- Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Links Print A Mail

Address: http://www.averis.pr.mca.net/sample/_vti_bin/html.exe/feedback.htm

Form Confirmation

Thank you for submitting the following information:

Category: Products
Name: John Q. Public
Company:
Address: 123 Main Street, Anytown, USA 12345
Telephone: (847)555-1234
E-mail: jqpublic@anytown.isp.com

Comments

I think you make the best bikes in the world.

[Return to the form.](#)

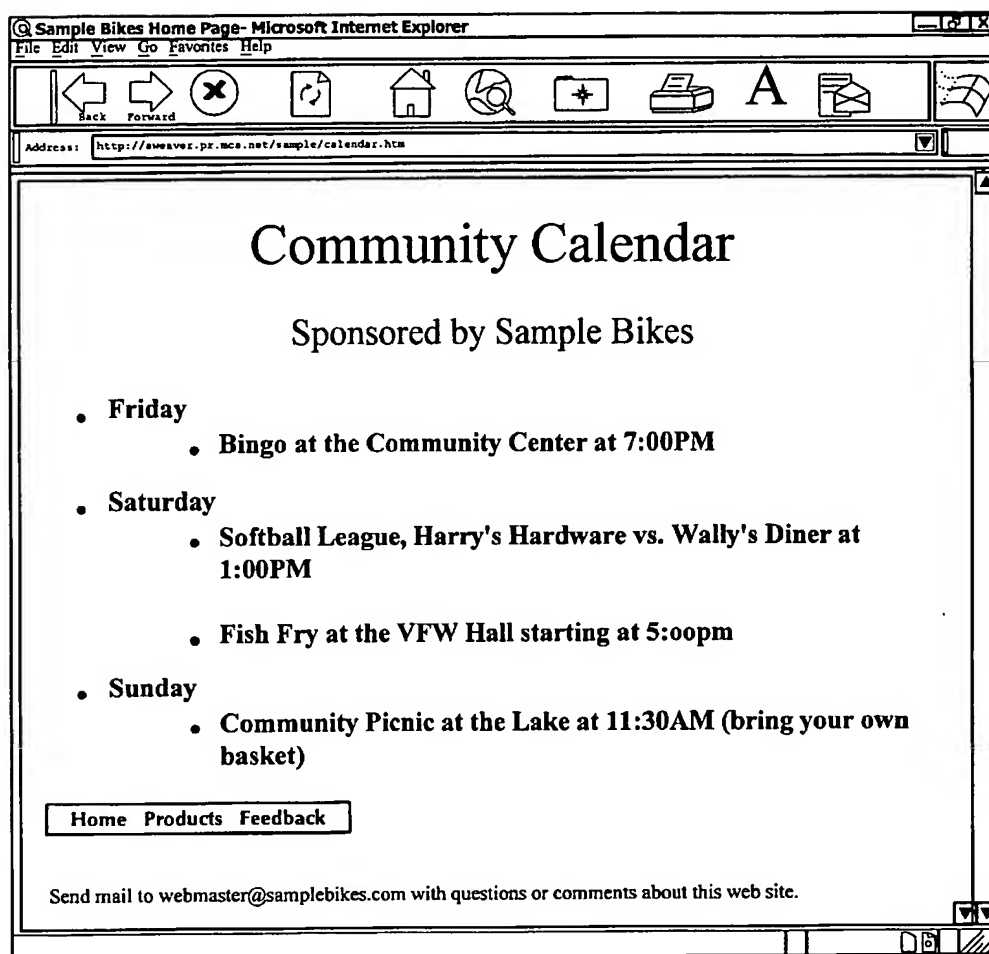
Fig. 20

FIG. 20: SEE FIG. 10

dev179.crown.icongrp.com -- [04/Sep/1996:06:57:34 -0500] "GET /careers.htm HTTP/1.0" 200 9251
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:06 -0500] "GET /corpalt1.htm HTTP/1.0" 200 2105
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:18 -0500] "GET /index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:30 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
sweaver.pr.mcs.net -- [04/Sep/1996:08:35:31 -0500] "GET /select1.pl HTTP/1.0" 200 4465
sweaver.pr.mcs.net -- [04/Sep/1996:08:47:57 -0500] "GET /corpalt2.htm HTTP/1.0" 200 2250
sweaver.pr.mcs.net -- [04/Sep/1996:08:48:18 -0500] "GET /corpalt3.htm HTTP/1.0" 200 4227
sweaver.pr.mcs.net -- [04/Sep/1996:08:48:34 -0500] "GET /corpalt4.htm HTTP/1.0" 404 -
sweaver.pr.mcs.net -- [04/Sep/1996:08:48:51 -0500] "GET /corpalt4.htm HTTP/1.0" 200 4443
sweaver.pr.mcs.net -- [04/Sep/1996:08:49:27 -0500] "GET /index.htm HTTP/1.0" 200 2997
sweaver.pr.mcs.net -- [04/Sep/1996:08:49:40 -0500] "GET /index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net -- [04/Sep/1996:08:51:20 -0500] "GET /thanks.htm HTTP/1.0" 200 670
sweaver.pr.mcs.net -- [04/Sep/1996:08:51:22 -0500] "GET /index1.jpg HTTP/1.0" 200 5258
sweaver.pr.mcs.net -- [04/Sep/1996:09:06:55 -0500] "GET / HTTP/1.0" 200 3027
sweaver.pr.mcs.net -- [04/Sep/1996:09:07:04 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net -- [04/Sep/1996:09:07:37 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
sweaver.pr.mcs.net -- [04/Sep/1996:09:07:38 -0500] "GET /select1.pl HTTP/1.0" 200 2181
sweaver.pr.mcs.net -- [04/Sep/1996:09:09:34 -0500] "GET /select1.pl HTTP/1.0" 200 2272
sweaver.pr.mcs.net -- [04/Sep/1996:09:10:11 -0500] "GET /select1.pl HTTP/1.0" 200 4249
sweaver.pr.mcs.net -- [04/Sep/1996:09:10:53 -0500] "GET /select1.pl HTTP/1.0" 200 4465
sweaver.pr.mcs.net -- [04/Sep/1996:09:11:48 -0500] "GET /thanks.htm HTTP/1.0" 200 823
sweaver.pr.mcs.net -- [04/Sep/1996:09:43:06 -0500] "GET /thanks.htm HTTP/1.0" 200 841
sweaver.pr.mcs.net -- [04/Sep/1996:09:43:17 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633
sweaver.pr.mcs.net -- [04/Sep/1996:09:43:43 -0500] "GET / HTTP/1.0" 200 3045
www-m0.proxy.aol.com -- [04/Sep/1996:10:13:46 -0500] "GET / HTTP/1.0" 200 3045
www-m0.proxy.aol.com -- [04/Sep/1996:10:13:51 -0500] "GET /images/index1.gif HTTP/1.0" 16633
www-m0.proxy.aol.com -- [04/Sep/1996:10:14:45 -0500] "GET /index.htm HTTP/1.0" 200 3045

Fig. 21A1

www-m0.proxy.aol.com - - [04/Sep/1996:10:16:11 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
 www-m0.proxy.aol.com - - [04/Sep/1996:10:16:14 -0500] "GET /select1.pl HTTP/1.0" 200 2199
 www-m0.proxy.aol.com - - [04/Sep/1996:10:17:11 -0500] "GET /careers.htm HTTP/1.0" 304 -
 ns.infores.com - - [04/Sep/1996:10:17:12 -0500] "GET / HTTP/1.0" 200 3045
 ns.infores.com - - [04/Sep/1996:10:17:25 -0500] "GET /images/index1.gif HTTP/1.0" 200 16633
 ns.infores.com - - [04/Sep/1996:10:17:55 -0500] "GET /careers.htm HTTP/1.0" 200 9251
 www-m0.proxy.aol.com - - [04/Sep/1996:10:18:32 -0500] "GET /dvlpclnt.htm HTTP/1.0" 302 -
 www-m0.proxy.aol.com - - [04/Sep/1996:10:18:35 -0500] "GET /select2.pl HTTP/1.0" 200 3680
 ns.infores.com - - [04/Sep/1996:10:18:39 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
 ns.infores.com - - [04/Sep/1996:10:18:40 -0500] "GET /select1.pl HTTP/1.0" 200 2272
 ns.infores.com - - [04/Sep/1996:10:19:09 -0500] "GET /index.htm HTTP/1.0" 200 3045
 ns.infores.com - - [04/Sep/1996:10:19:40 -0500] "GET /partners.htm HTTP/1.0" 200 1655
 www-m0.proxy.aol.com - - [04/Sep/1996:10:19:48 -0500] "GET /partners.htm HTTP/1.0" 304 -
 ns.infores.com - - [04/Sep/1996:10:19:56] "GET /dvlpclnt.htm HTTP/1.0" 302 -
 ns.infores.com - - [04/Sep/1996:10:19:57] "GET /select2.pl HTTP/1.0" 200 2114
 www-m0.proxy.aol.com - - [04/Sep/1996:10:20:58 -0500] "GET /corpinfo.htm HTTP/1.0" 302 -
 lars.cooltech.com - - [04/Sep/1996:11:29:17 -0500] "GET / HTTP/1.0" 200 3045

Fig. 21A2

*Fig. 21B*Number of Requests Per Filename

<u>File Name (URI)</u>	<u>Number of Requests</u>
/	63
/careers.htm	18
/cgiemail.cgi/netroi/careers.tmp	1
/cgiemail.cgi/netroi/sendinfo.tmp	3
/corpalt1.htm	1
/corpinfo.htm	34
/dvlpcInt.htm	21
/netroi/summary1.pl	1
/partners.htm	19
/private/objectvs.htm	4
/response.htm	2
/select1.pl	55
/select2.pl	18
/sendinfo.htm	7
/showinfo.pl	3
/summary1.pl	3
/summary2.pl	1
/target1.pl?1	2
/target1.pl?2	1
/target1.pl?3	1
/target1.pl?4	1
/thanks.htm	4

Approved for Release

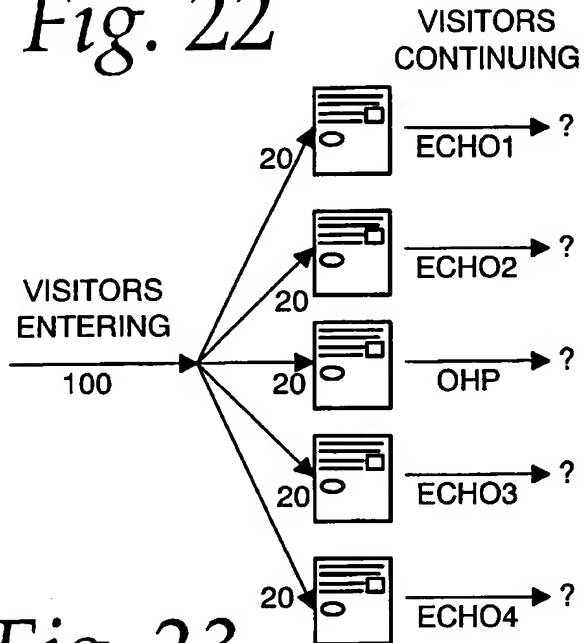
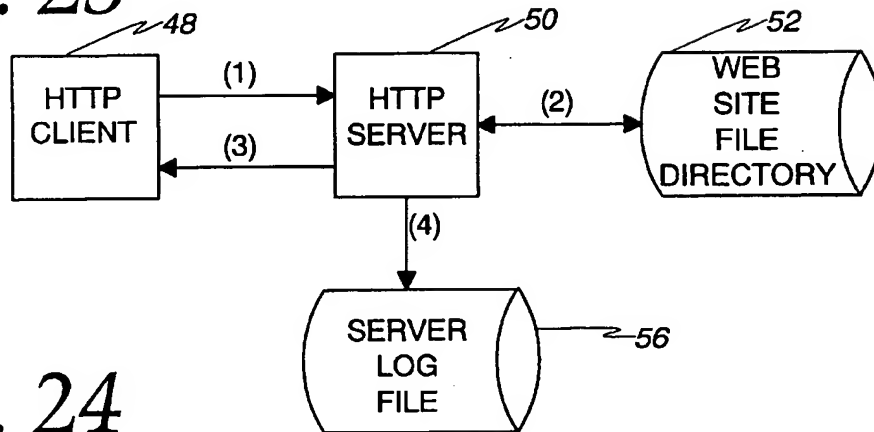
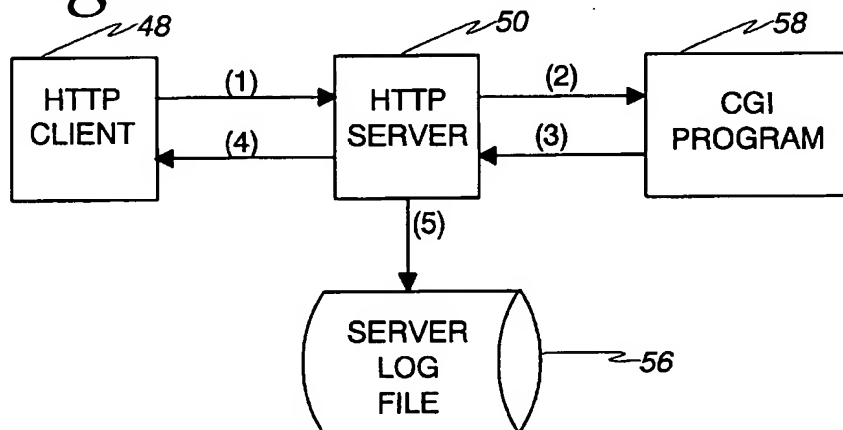
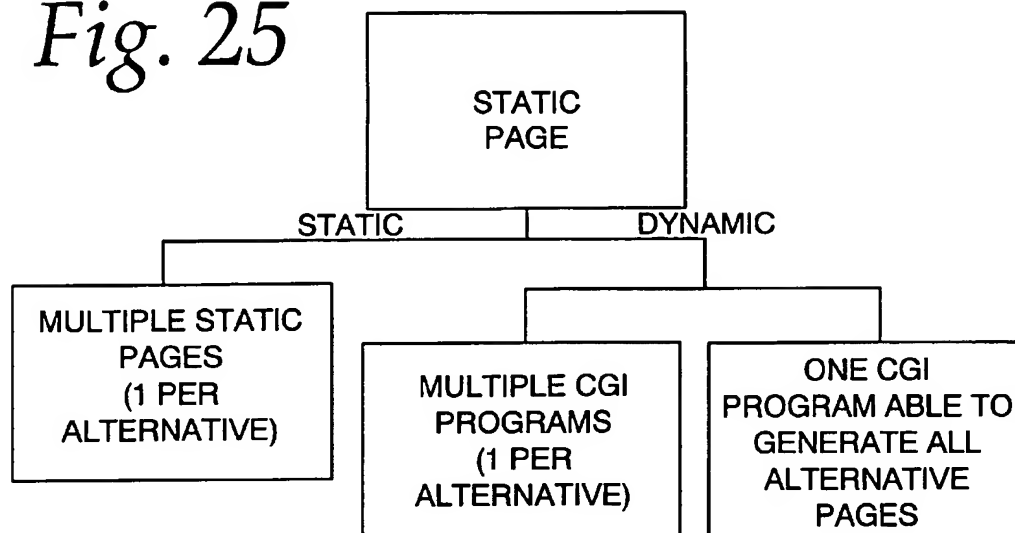
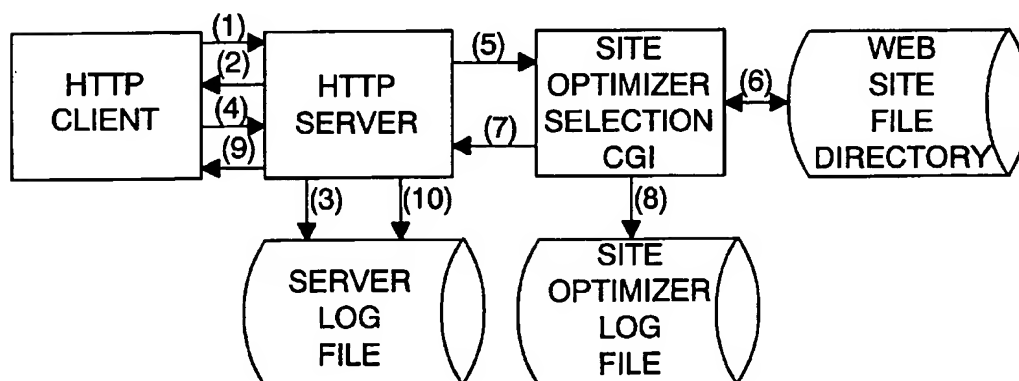
Fig. 22*Fig. 23**Fig. 24*

Fig. 25*Fig. 26**Fig. 27*